



DECEMBER'S HOTTEST PARTY RETURNS TO KZN

THE iBEACH XPERIENCE 2013

DEC 12 - 15th

KwaZulu Natal's most exciting weekend of the year returns! The iBeach Xperience is back once more - with all of the excitement, beach adventures, and of course, South Africa's hottest music, - over one jam packed weekend destined to be the official kick-off to the holiday season 2013.

The 2013 edition of the iBeach Xperience will take place from Dec 12th - 15th in the new location of the North Coast of KwaZulu Natal throughout the beautiful iLembe District, with major events taking place on the beaches of Blythedale & Zinkwazi as well as those of Sandy Shores at the Tugela Mouth.

Last year's iBeach Xperience saw over 10,000 people attending this unique lifestyle and music festival held in the KZN South Coast. This year the 3-day event incorporates the full range of outdoor, adventure & beach activities that the iLembe District has to offer.

Held on some of the most beautiful beaches in KwaZulu Natal, a full 3 day programme has something for everyone, from families looking for safe, child friendly activities, to those looking for the ultimate dance party.

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The weekend kicks off with a party on Thursday Dec 12th at the Thokoza Lounge in Mandeni that will play host to a range of top local DJ's.

After that, daytime activities will keep Blythedale & Zinkwazi Beach abuzz for two days with FREE family-friendly activities. The daytime activities are not simply limited to the beach either, the iLembe District has a wealth of adventure opportunities that can be explored, including micro-lighting, 4 x 4 trails, golfing and more.

In the evenings, Sandy Shores-Tugela Mouth will play host the iBeach Xperience parties - from the 'SABC Live' party on Friday night and the 'Dance Craze' party on Saturday, to the culmination of the weekend - an 18-hour party from Sunday midday until dawn the following day.

The 'SABC Live' party on Friday night at Sandy Shores -Tugela Mouth will feature a full range of the hottest SA artists plus the hottest DJs including Lulo Café, DJ Zinhle and Euphonik. Portions of this party will be broadcasted live on the SABC 1 show, Live.

The Saturday night feature event, 'Dance Craze' is one of the hottest parties of the year and is not to be missed, with a pumping line up of talent including Oskido, Donald and many more.

Keep your strength up - you will need it when you join the 18-hour party that kicks off at midday on Sunday and carries on till dawn on Monday. This unparalleled line up will include, just to mention a just a few, you will be rocked by the likes of Zakes Bantwini DJ Ganyani, DJ Tira, Vetkuk & Mahoota, Heavy K, DJ Naves, DJ Sphectacula and a host of others. A massive laser and light show that will light up the night sky over the beautiful KZN coast will also dazzle guests.

Without a doubt, the iBeach Xperience is a destination event worth travelling to this December. Check the event's Facebook page for announcements on travel and accommodation options.

Tourism & Development

The decision to host this year's iBeach Xperience in the iLembe District was a conscious decision based on the support and partnership of the local tourism and business development stakeholders and government.

The North Coast of KwaZulu Natal has a multitude of tourism attractions; from miles of pristine beaches, 4 x 4 trails, and golf to surfing, boating and fishing.

Enterprise iLembe are the major stakeholder supporting this year's iBeach Xperience and they strongly believe in the potential of the event to highlight the amazing tourist destinations in the area. The event has the full support of the local government and tourism institutions with His Worship the Mayor of iLembe District Municipality, Welcome Mdabe having this to say of the event:

The iLembe District Municipality is excited to be hosting an event of this magnitude. We believe that it is an exciting and rare opportunity for the district to showcase its tourism attractions and investment opportunities. We look forward to hosting new and repeat visitors in the North coast.

The iBeach Xperience will definitely play an important role in not only advancing and promoting tourism, but other local businesses as well. Anything that promises to change the lives of our people for the better, has our full support as the council of iLembe District.

I can tell you this right now, everyone who comes to this year's event, will surely return. If our excellent beach facilities and the overall line-up of the festival aren't enough to encourage them to come back, the lovely hospitality of the people of iLembe will.

His Worship the Mayor of Mandeni, Siphesihle Basil Zulu is also excited to be hosting some of the iBeach Xperience events, "Mandeni Proudly welcomes iBeach Xperience to our shores. We know that it will indeed play a major role in promoting the natural splendor of the area, we look forward to the exciting event."

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Enterprise iLembe

For more information please visit www.facebook.com/ibeachXperience or follow us on twitter@ibeachXperience

EVENT & TICKET INFO

Tickets for the night events from Friday to Sunday range between R100 - R300 and will be available at Computicket and Checkers from October 21st. Tickets for the Thursday night event are available at the door at Thokoza Lounge and they range from R80 – R150.

Thursday December 12th: Thokoza Lounge, Mandeni. Tickets at the door: R80 – 150.

Friday December 13th: Sandy Shores -Tugela Mouth, SABC Live Party. Tickets at Computicket. R100 – 300.

Saturday December 14th: Sandy Shores -Tugela Mouth, Dance Craze Party.

Sunday December 15th: Sandy Shores -Tugela Mouth, 18 Hour Dance Party (starts midday). Tickets at Computicket. R100 – 300.

TICKETS AVAILABLE FROM COMPUTICKET & CHECKERS OCTOBER 21st on www.computicket.co.za

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For more information on the event, photos, artist interviews etc., please contact Thato Tholo at Red Flag Design & Marketing: thato@redflag.co.za , 011 447 8283

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